

The Correlation between Good's Complexities and Ikea Effect

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Abstract: The Ikea Effect, a concept related to consumers' utilities on self-assembled products, was firstly introduced in 1980 by Richard Thaler. This principle displayed the relationship that consumers typically value self-assembled products such as LEGO toys and mosaic furniture to be more expensive and valuable than their selling price. Simply, this is because people add personal emotions during the process of building, and they generate feelings of productivity serving as an important goal for many people. The overall discussions and scholars' researches proved that logic and ideas with reliable experiments, however, one of the interesting elements in this system has a strong probability to affect the result of the Ikea Effect.

1. Introduction

Considering the essence of the self-assembling process, researchers found out that labor consumed is the key to the Ikea effect. In today's society, thousands of workshops have emerged to satisfy people's desire to contribute their labors to products they paid for. There are many examples displayed in shopping malls; people build their wooden chairs in woodworking shops and toiler leather bags in leather goods workshops. The stuff people make from this category of the shop all have utility value in reality, which indicates the purpose of both goods' actual utility and feeling of self-productivity.

This is also convincing evidence of social development. Originally, our ancestors invented methods of crafting all kinds of goods, from ceramic containers to stony tools; all of these represent the actual utility over their process of building, and the only purpose of building them is satisfying life needs. Therefore, Ikea effects are not supported by ancient self-made goods. However, as society developed, goods became readily available, and the concept of money was also introduced at the same time. When money became the ruler for valuing things, people became more clear about the concept of goods utility, which refers to the concept of how much happiness and satisfaction consumers gained from certain goods that are related to their prices^[1].

2. The Background of Experiment

This is the so-called consumer utility. Why it's so important? Because the price behind a certain product not only includes its actual function but also things untouchable such as amour-propre and vanity; or the feeling of satisfaction when you get a birthday gift from a friend or family member. In the Ikea Effect, the dominant element is the feeling of productivity of self labors^[2]. One hint as to this relationship comes from research which demonstrates that, although people rate their jobs as among their least pleasurable activities, they also rate them as among their most rewarding^[3]. As mentioned, the rewarding In Ikea Effect is the goods' actual function, and the more pleasant part will be the process of self-assembling.

As all the researchers presented, self-assembling does result in consumers' satisfaction, since they feel their value of productivity. The overall discussions and scholars proved those logics and ideas with reliable experiments, however, one of the key elements in this system has a strong probability to affect

the result of the Ikea Effect; the correlation between goods' complexities and the utilities consumer gains. A simple hypothesis can be drawn from the logic in prior explanations of the Ikea Effect. If consumers gain a feeling of productivity during the process of self-assembling, they will correspondingly gain a stronger feeling of satisfaction when the complexity of assembling processes increases. In contrast, consumers will be less enjoyable in building simple and easy products.

To testify this hypothesis, the experiment will be mainly focused on the comparison between simply assembled goods and complex assembled goods; in this way, the relation can be discovered more clearly and directly. Despite the effect of goods' function, the valuation for the complexities of goods will be based on two features. Firstly, the number of parts contained in a pack; as more parts in the pack, the more complex the assembling process will be. Secondly, how many supplemental accessories will be required during the assembling process; specifically, if the task requires more screws, glues, or other types of stabilizing materials, the complexity will increase.

Another noticeable condition in this experiment is the function of the goods has to serve the purpose utilitarian. Even though the functions of goods in this experiment are an influential element, the goods still need to show its utilitarian value rather than other purposes such as entertainment. Based on this condition, the experiment will only apply to mosaic furniture from Ikea, such as storage boxes, chairs, tables, and lamps.

3. The Experiment

3.1 Experiment Method

In the field of social study, especially for consumer behaviors, a logical survey can convey the result with high reliability, which may also be easy to study in the following stage. Therefore, the experiment will proceed with a complete survey. To get a more comprehensive result, the survey will be designed considering the types of participants, population size, and excluding possible bias.

3.2 Experiment Participants

Since the survey will be conducted based on the consumers of Ikea self-assembling products, the location where the survey will be distributed is the official Ikea store in the city. Therefore, it gives a convenience that the participants will be selected depending on whether they have built an Ikea self-assembled product.

For the age range selection, only the consumers who are legal adults will be selected. Because they have the basic required ability to build the products, and also they have incomes that allow them to afford those products. Thus, the survey will be only filled by participants who are above 18 and under 65. For people of these ages, we designed the population size to be 50, equally included males and females.

3.3 Experiment Materials

To best testify the hypothesis that as complexities increase the greater feeling of productivity will be gained, the questionnaire will be designed specifically focused on complexities. Participants will be asked about experiences of building Ikea self-assembled products, including the number of pieces contained and how many supplementary parts are required.

3.4 Experiment Procedure

Each participant will get 11 following questions to response:

- (1) How many Ikea products do you own?
- (2) How many of them are self-assembled?
- (3) Are those self-assembled Ikea products helping you in daily life? (rate 1 to 10)
- (4) How many parts did you need to assemble for the easiest Ikea self-assembled product?

- (5) How many parts did you need to assemble for the most complex Ikea self-assembled product?
- (6) How many screws did you use for the easiest Ikea self-assembled product?
- (7) How many screws did you use for the most complex Ikea self-assembled product?
- (8) Rate how much pleasure did you earn during assembling the easiest Ikea product?
- (9) Rate how much pleasure did you earn during assembling the most complex Ikea product?
- (10) What's your age?
- (11) What's your gender?

3.5 Experiment Result

After all the data are collected, the result shows that they are not identically supported. The relationship between the complexities of goods and consumers' feelings of productivity is slightly negative.

Table 1 Experiment Result

Participants' in the different age group	Average Number of Parts in the easiest one	Average Number of supplements in the easiest one	The average rate of the feeling of productivity (1-10)	Average Number of Parts in the most complex one	Average Number of supplements in the most complex one	The average rate of the feeling of productivity (1-10)
18-20	7	23	7	25	66	6
20-24	8	24	9	27	70	7
25-29	7	22	8	26	68	8
30-34	9	31	9	30	78	8
35-44	8	44	7	33	84	6
45-49	6	33	6	28	80	6
50-54	4	20	6	27	70	5
55-59	4	20	6	25	64	5
60-65	3	18	6	22	62	3

According to the data shown in the Table 1, there is no obvious evidence that shows the more complex the assembling process is, the greater productivity consumers' will gain. However, the relation is slightly negative that the lower complexities will result in a lower feeling of average productivity.

4. Conclusion

Related to the Ikea effect, the overall result concluded from the data shows the contrary conclusion than the hypothesis. The less complex the goods are, the more enjoyable for people to build and gain productivity.

This prompt is certainly caused by the feeling of productivity that people tend to favor and gain success through simple processes. We suggest, however, that social utility is likely to play a more minor role in increased liking for self-assembled utilitarian products like the storage boxes used in the experiments, given that the social utility gained from displaying products decreases as product complexity decreases^[4].

As a conclusion, the Ikea Effect aroused and discovered people's feelings of productivity. The early researchers contributed to this with observations and researches, concluded that people tend to value their function of building stuff during this process.

As the results of the experiment in this paper, related to the complexities of self-assembling goods, the complexities of goods would increase people's anxiety that will result in less satisfaction from being productive for almost all ages. Even though the correlation is not obvious and powerful, it still reflects consumers' psychological behaviors^[5] Based on this, we concluded that in the Ikea Effect,

consumers' feeling of productivity decreases as the complexity increases.

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